



WVEC  
613 Woodis Ave.  
Norfolk, VA 23510

Waterfront Strategies  
1010 Wisconsin Ave  
Suite 800  
Washington, DC 20007-3603

**Contract #** 844826  
**Schedule Dates** 09/18/12-09/24/12  
**Advertiser** Service Employee's International Union (SEIU) (80  
**Agency/T-Code** Waterfront Strategies (8116)/154583751  
**Product** Political - US House (1175)  
**Brand** Anti (Republican) (177703)  
**Salesperson** Blair, Cheryl (2205)  
**Sales Office** TeleRep - Philadelphia  
**Buyer Name** NAGELBERG,DAN  
**Phone/Fax** /  
**CPE** 112/119/1432  
**Account Types** National/Political PAC - Agency  
**Billing Type** Weekly/Irregular  
**Comments** SEIU 9/25  
\*\*\*\*\* THIS IS A CASH IN ADVANCE SCHEDULE \*\*\*\*\*

**Date Entered** 07/25/12  
**Last Modified** 09/19/12  
**Entered By** Penne Marsh  
**CO-OP** No  
**Headline #** 06250549  
**Demo**  
**Order Type** Normal  
**Package Deal**  
**Commission %** 15.00  
**Commission** \$5,145.00  
**Net Total** \$29,155.00  
**Sales Tax**

Norfolk (WVEC) (WVEC)		
By Broadcast Month	Spots	Rate
Sep. 2012	27	\$34,300.00
<b>Grand Total:</b>	<b>27</b>	<b>\$34,300.00</b>

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.1	Normal Line / SPOT	09/18/12-09/21/12	4	:30	11:35P- 12:02A (ET)	1		1	1	1	1			3	\$575.00	\$1,725.00	Norfolk (WVEC) (WVEC)	ABC NIGHTLINE	8/22/12
2.1	Normal Line / SPOT	09/18/12-09/21/12	4	:30	12P- 12:57P (ET)	1		X	X	X	X			1	\$425.00	\$425.00	Norfolk (WVEC) (WVEC)	13 NEWS MIDDAY	8/22/12
3.1	Normal Line / SPOT	09/18/12-09/21/12	4	:30	6P- 6:30P (ET)	2		X	X	X	X			2	\$1,150.00	\$2,300.00	Norfolk (WVEC) (WVEC)	13 NEWS AT 6P	8/22/12
4.1	Normal Line / SPOT	09/18/12-09/21/12	4	:30	6:58P- 7:28P (ET)	1		X	X	X	X			1	\$1,450.00	\$1,450.00	Norfolk (WVEC) (WVEC)	WHEEL OF FORTUNE	8/22/12
5.1	Normal Line / SPOT	09/18/12-09/21/12	4	:30	7A- 9A (ET)	4		X	X	X	X			4	\$975.00	\$3,900.00	Norfolk (WVEC) (WVEC)	GOOD MORNING AMERICA	8/22/12
6.1	Normal Line / SPOT	09/18/12-09/21/12	4	:30	7:28P- 7:57P (ET)	1		X	X	X	X			1	\$1,450.00	\$1,450.00	Norfolk (WVEC) (WVEC)	JEOPARDY	8/22/12
7.1	Normal Line / SPOT	09/18/12-09/21/12	4	:30	9A- 10A (ET)	2		X	X	X	X			2	\$425.00	\$850.00	Norfolk (WVEC) (WVEC)	LIVE WITH KELLY	8/22/12
8.2	Normal Line / SPOT	09/21/12-09/21/12	4	:30	10P- 11P (ET)							1		1	\$4,125.00	\$4,125.00	Norfolk (WVEC) (WVEC)	20/20	9/19/12
9.1	Normal Line / SPOT	09/24/12-09/24/12	4	:30	7:58P- 10P (ET)		1							1	\$4,325.00	\$4,325.00	Norfolk (WVEC) (WVEC)	DANCING WITH THE STARSEFF 9/24/12	8/22/12
10.1	Normal Line / NCAA - FOOTBALL	09/22/12-09/22/12	5	:30	3P- 7P (ET)							3		1	\$975.00	\$975.00	Norfolk (WVEC) (WVEC)	CLLG FTBL SEP-DEC12	8/22/12
11.1	Normal Line / SPOT	09/22/12-09/22/12	5	:30	6P- 6:30P (ET)							1			\$275.00		Norfolk (WVEC) (WVEC)	WEEKEND NEWS	8/22/12
12.1	Normal Line / SPOT	09/23/12-09/23/12	4	:30	8A- 9A (ET)								1	1	\$525.00	\$525.00	Norfolk (WVEC) (WVEC)	GOOD MORNING AMERICA	8/22/12
13.1	Normal Line / SPOT	09/18/12-09/23/12	4	:30	11P- 11:35P (ET)	5		X	X	X	X	X	X	5	\$1,025.00	\$5,125.00	Norfolk (WVEC) (WVEC)	13 NEWS AT 11	8/22/12

### CONFIRMATION CONTRACT

Accepted Agency/Advertiser:

Date:

Accepted Station:

Date:

Comments:



WVEC  
613 Woodis Ave.  
Norfolk, VA 23510

Waterfront Strategies  
1010 Wisconsin Ave  
Suite 800  
Washington, DC 20007-3603

**Contract #** 844826  
**Schedule Dates** 09/18/12-09/24/12  
**Advertiser** Service Employee's International Union (SEIU) (8C  
**Agency/T-Code** Waterfront Strategies (8116)/154583751  
**Product** Political - US House (1175)  
**Brand** Anti (Republican) (177703)  
**Salesperson** Blair, Cheryl (2205)  
**Sales Office** TeleRep - Philadelphia  
**Buyer Name** NAGELBERG,DAN  
**Phone/Fax** /  
**CPE** 112/119/1432  
**Account Types** National/Political PAC - Agency  
**Billing Type** Weekly/Irregular  
**Comments** SEIU 9/25  
\*\*\*\*\* THIS IS A CASH IN ADVANCE SCHEDULE \*\*\*\*\*

**Date Entered** 07/25/12  
**Last Modified** 09/19/12  
**Entered By** Penne Marsh  
**CO-OP** No  
**Headline #** 06250549  
**Demo**  
**Order Type** Normal  
**Package Deal**  
**Commission %** 15.00  
**Commission** \$5,145.00  
**Net Total** \$29,155.00  
**Sales Tax**

Norfolk (WVEC) (WVEC)		
By Broadcast Month	Spots	Rate
Sep. 2012	27	\$34,300.00
<b>Grand Total:</b>	<b>27</b>	<b>\$34,300.00</b>

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
14.1	Normal Line / SPOT	09/18/12-09/18/12	5	:30	9P- 10P (ET)			1							\$2,175.00		Norfolk (WVEC) (WVEC)	DANCING-STARS RESULTSEFF 9/25/12	8/22/12
15.1	Normal Line / SPOT	09/19/12-09/19/12	5	:30	9P- 10P (ET)				1					1	\$4,675.00	\$4,675.00	Norfolk (WVEC) (WVEC)	MODERN FAMILY/DONTTRUST THE B IN A	8/22/12
16.1	Normal Line / SPOT	09/24/12-09/24/12	4	:30	11:35P- 12:02A (ET)		1							1	\$575.00	\$575.00	Norfolk (WVEC) (WVEC)	MODERN FAMILY/DONTTRUST THE B IN A	8/22/12
17.1	Normal Line / SPOT	09/24/12-09/24/12	5	:30	7A- 9A (ET)		1							1	\$975.00	\$975.00	Norfolk (WVEC) (WVEC)	MODERN FAMILY/DONTTRUST THE B IN A	8/22/12
18.0	Normal Line / SPOT	09/24/12-09/24/12	4	:30	12P- 12:57P (ET)		1							1	\$900.00	\$900.00	Norfolk (WVEC) (WVEC)	part of M1	9/19/12

### CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:	Date:	Accepted-Station:	Date:	Comments:

## AGREEMENT FORM FOR NON-CANDIDATE/ISSUE ADVERTISEMENTS

<b>Station and Location:</b> <span style="font-size: 1.2em; margin-left: 40px;">WVEC Norfolk</span>	<b>Date:</b> <span style="font-size: 1.2em; margin-left: 40px;">9/17</span>
--	--

I, Laura Bassett  
do hereby request station time concerning the following issue:

Service Employees International Union
---------------------------------------

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
AS ORDERED					

<b>Total Charges:</b>	\$ 29,155 Net
-----------------------	---------------

This broadcast time will be used by: SEIU

<b>Does the programming (in whole or in part) communicate "a message relating to any political matter of national importance?"</b>	
<input checked="" type="checkbox"/> Yes	<input type="checkbox"/> No

# 844826

For programming that "communicates a message relating to any political matter of national importance," list the name of the legally qualified candidate(s) the programming refers to, the office(s) being sought and the date(s) of the election(s) (if applicable):

--

For programming that "communicates a message relating to any political matter of national importance," attach Agreed Upon Schedule (Page 3)

I represent that the payment for the above described broadcast time has been furnished by:

Service Employees International Union 1800 Massachusetts Ave NW Washington, DC 20036
--

and you are authorized to announce the time as paid for by such person or entity. The entity furnishing the payment, if other than an individual person, is:

☐ a corporation; ☐ a committee; ☐ an association; ☒ or other unincorporated group.

The names, offices, and addresses of the chief executive officers, directors, and/or authorized agents of the entity are named below (may be attached separately): Heather Stone Deputy Political Director

**THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACMENT OF ADVERTISING.**

I agree to indemnify and hold harmless the station for any damages or liability, including reasonable attorney's fees, that may ensue from the broadcast of the above-requested advertisement(s). For the above-stated broadcast(s), I also agree to prepare a script, transcript, or tape, which will be delivered to the station at least \_\_\_\_\_ before the time of the scheduled broadcasts.

**TO BE SIGNED BY ISSUE ADVERTISER**

7/17/2012 Date Jana Barrett Signature (202) 350-5782 Contact Phone Number

**TO BE SIGNED BY STATION REPRESENTATIVE**

☒ Accepted ☐ Accepted in Part ☐ Rejected  
Penne Marsh Signature Penne Marsh Printed Name NSC Title